

Collaborate with National Skills Week on Instagram



What is an Instagram Collaborative Post, and why collaborate?

An Instagram Collab Post is a feature that allows multiple accounts to co-author a single post, which then appears on the feeds of all collaborators! It's a way for our accounts to share content together and expand our reach by leveraging both audiences – ensuring more people learn about the importance of Vocational Education, Skills & Training!

How do I create a Collab Post?

1. **Create a new post or reel:** Tap the "+" sign to start a new post or upload a reel.
2. **Add content:** Fill out the caption, location, hashtags, or other features.
3. **Tag people:** Tap the "Tag people" option.
4. **Invite collaborator:** Select "Invite collaborator".
5. **Search for us:** Find our username 'nationalskillsweek' to collaborate with us.
6. **Send the invitation:** Tap on the profile to send us the invitation.
7. **Share:** Tap "Done" and then "Share" to post the collaborative content (the post will appear on our Instagram Feed when we've accepted!)

How to add a Collaborator after Posting:

Good news! You can still add a collaborator, even after you've already shared a post. Here's how:

1. **Open the post:** Go to the post or reel you want to add a collaborator to.
2. **Edit the post:** Tap the three dots in the top right corner and select "Edit".
3. **Tag people:** Tap "Tag people" and then "Add Collaborators".
4. **Search for our account:** Find our username: 'nationalskillsweek'
5. **Send the invitation:** Choose "Invite to Collaborate" and send the invite. (The post will appear on our Instagram Feed when we've accepted!)

Useful Info:

- **Original poster owns the post:** The original poster owns the post, and if they delete it, it will be deleted from the collaborator's account as well.
- **Instagram Collab feature is automatic:** The Instagram Collabs feature is automatically enabled, so you don't need to do anything special to use it.
- **Private accounts:** Private accounts can still collaborate with others, but the post will be shared with the public if the collaborator is a public account.

You need to be following our account to collaborate on posts!

Follow us here: [@nationalskillsweek](https://www.instagram.com/nationalskillsweek)

NATIONAL SKILLS WEEK 2025
AUGUST 25 - AUGUST 31